

# Donghyun Moon

---

## CONTACT INFORMATIONS

Department of Agricultural Economics  
Kansas State University  
Manhattan, KS 66506-4011

Phone: +1-785-491-1188  
e-mail: [dhmoon@ksu.edu](mailto:dhmoon@ksu.edu)

## EMPLOYMENTS

Kansas State University

- Graduate Research Assistant, from August 2016.
  - Dr. Glynn T. Tonsor. From January 2017 to present.
  - Dr. John A. (Sean) Fox. From August 2016 to January 2017.

Korea Rural Economic Institute

- Researcher, from August 2011 through August 2015.
- Intern Researcher, from June 2009 through February 2010.

## EDUCATIONS

Kansas State University, Ph.D. in Agricultural Economics, In Progress.

Sungkyunkwan University, M.A. in Economics, 2012.

“A Study on Consumer's Willingness to Pay for Carbon Labeled Products”, Thesis,  
Sungkyunkwan University.

Dongguk University, B.A. in Economics (and in International Trade), 2009.

## INTEREST FIELDS for RESEARCH

Consumer Behavior and Preferences, Food Consumption, and Food Safety

## RESEARCH ACTIVITIES

**RESEARCH in PROGRESS**

“How Do E. Coli Recalls impact cattle and beef prices?”, with Glynn T. Tonsor, Department of Agricultural Economics, Kansas State University. Submitted.

“Food Store Choice: Do households go to different stores depending on the food they would get?” with Glynn T. Tonsor, Department of Agricultural Economics, Kansas State University.

“Application and Assessment of Random Response Share to address Attribute Non-Attendance in Choice Experiments” with Glynn T. Tonsor, Department of Agricultural Economics, Kansas State University.

**JOURNAL ARTICLES**

Kim Changgil, Hak-Kyun Jeong, Donghyun Moon, and Jae-Hwan Han, 2015, “An Analysis of the Factors Affecting Farmers’ Recognition and Acceptance on Sustainable Agriculture”, Korean Journal of Organic Agriculture 23(2):247-265, Korean Association of Organic Agriculture.

Jeong Hak-Kyun, Changgil Kim and Donghyun Moon, 2014, “An analysis of impacts of climate change on rice damage occurrence by insect pests and disease”, Korean Journal of Environmental Agriculture 33(1): 52-56, Korean Society of Environmental Agriculture.

Jeong Hak-Kyun, Changgil Kim and Donghyun Moon, 2013, “Impacts of Abnormal Weather Factors on Rice Production”, Climate Change Research 4(4): 317-330, Korean Society of Climate Change Research.

Jeong Hak-Kyun, and Donghyun Moon, 2013, “Research on farming practice change of low-pesticide farmers”, Korean Journal of Organic Agriculture 21(2):139-155, Korean Association of Organic Agriculture.

Kim Changgil, and Donghyun Moon, 2013, “Policy Priority of Green Growth in Agriculture and Rural Sectors Using the Analytic Hierarchy Process (AHP)”, Rural Economy 35(5): 45-64, Korea Rural Economic Institute.

Jeong Hak-Kyun Changgil Kim and Donghyun Moon, 2012, “Analysis of Contribution of Environment-Friendly Agricultural Products to Health Promotion”, Korean Journal of Organic Agriculture 20(2):125-142, Korean Association of Organic Agriculture.

**RESEARCH PAPERS**

Kim Chang-Gil, Hak-Kyun Jeong, Youngah Lim, Dong-Hyun Moon, 2015, The Fundamental Research for Development of Impacts Analysis Model of Climate Change on Agriculture, Korea National Research Council for Economics, Humanities and Social Sciences.

- Kim Changgil, Hakkyun Jeong, Yoonhyung Kim, Jongjin Kim, Sangmin Lee and Donghyun Moon and Munsu Lee, 2015, Impacts Analysis of Climate Change of Agriculture, Forestry, Fisheries and Food Sectors and Establishing Model of Impacts Assessment.
- Kim Chang-Gil, Hak-Kyun Jeong and Dong-hyun Moon, Establishment of Sustainable Agriculture System in Korea (2/2), 2014, Korea Rural Economic Institute.
- Kim Yean-Jung, Hyun-Tae Park, Hye-Sung Han, Dong-hyun Moon and Soo-Hyun Lim, An Analysis of Management Status for the Major Greenhouse Horticultural Crops in types of Heating Facilities (2/2), 2014, Korea Rural Economic Institute.
- Jeong Hak-Kyun, Chang-Gil Kim, and Dong-Hyun Moon, 2014, An analysis of the Potential to Reduce Greenhouse Gas Emission in Agrifood Sector and Strategies to Achieve the Reduction Goal, Korea Rural Economic Institute.
- Kim Yean-Jung, Si-Hyun Park, Chang-Yong Kang, Jong-Jin Kim, Jae-Hun Sim, Hye-Sung Han, and Dong-Hyun Moon, 2013, The Current Status of Energy use and Policy in Agriculture and Rural communities (1/2), Korea Rural Economic Institute.
- Kim Chang-Gil, Hak-Kyun Jeong, Yoon-Hyung Kim, Jong-Jin Kim and Dong-Hyun Moon, 2013, Establishment of Sustainable Agriculture System in Korea (1/2), Korea Rural Economic Institute.
- Jeong Hak-Kyun and Dong-Hyun Moon, 2013, Response Strategy to the Abolishment of Low-Pesticide Agricultural Product Certification, Korea Rural Economic Institute.
- Kim Chang-Gil, Hak-Kyun Jeong, Jeong-Seung Kim and Dong-Hyun Moon, 2013, Introducing Direct Payment Program for Low-Carbon Farming Practices and Creating an Action Plan Guideline, Korea Rural Economic Institute.
- Kim Chang-Gil, Hak-Kyun Jeong and Dong-Hyun Moon, 2012, Valuation of Organic Farming Technologies and Demand Projections for Its New Technology, Korea Rural Economic Institute.
- Kim Chang-Gil, Hak-Kyun Jeong, Suk-Ho Han, Jeong-Seung Kim, and Dong-Hyun Moon, 2012, Impacts and Countermeasures of Climate Change on Food Supply in Korea, Korea Rural Economic Institute.
- Kim Chang-Gil, Hak-Kyun Jeong, and Dong-Hyun Moon, 2012, Production and Consumption Status and Market Prospects for Environment-Friendly Agri-Foods, Korea Rural Economic Institute.
- Kim Chang-Gil, Hak-Kyun Jeong, Yoon-Hyung Kim, Tae-Hoon Kim and Dong-Hyun Moon, 2011, Strategies for Agriculture, Food, Forestry and Fishery Industries against Climate Change,

Korea Rural Economic Institute.

Kim Chang-Gil, Hak-Kyun Jeong, Yoon-Hyung Kim, Tae-Hoon Kim and Dong-Hyun Moon, 2011, Establishment of System for Managing Agri-Environmental Resources Using Agri-Environmental Indicators, Korea Rural Economic Institute.

Kim Chang-Gil, Hak-Kyun Jeong, Jeong-Kyung Jang, Hoe-Min Kwon and Dong-Hyun Moon, 2009, Improving Direct Payment Systems for Environmentally-Friendly Agriculture and Introducing Environmental Cross Compliance, Korea Rural Economic Institute.

#### WORKING PAPER

Donghyun Moon, Kwangsuck Lee and Changgil Kim. “Measuring Willingness to Pay for CO<sub>2</sub> Information on Consumption Goods in Korea”, WP 2015-13. Sungkyun Institute of Economic Research.

#### CONFERENCE PARTICIPATION

07.01.2012. 148th Session: Willingness to Pay for Environmental Goods and Quality in 87th Annual Conference of WEAI, San Francisco, US.  
Donghyun Moon, Kwangsuck Lee and Changgil Kim. “Measuring Willingness to Pay for CO<sub>2</sub> Information on Consumption Goods in Korea”

#### AWARDS

03.31.2015. The Recognition for Creative and Innovative Staff, Korea Rural Economic Institute.

12.31.2014. The Recognition for Excellent Staff, Korea Rural Economic Institute.

02.20.2012. The Excellence Award (2<sup>nd</sup> place) in the 3rd Best Thesis Award in Economics, School of Economics, Sungkyunkwan University.

04.09.2009. The Korea Economic Daily Award in the Research Paper Contest for Market Economy Development, Market Economy Research Institute.

02.14.2005. The Excellence Award in the Research Paper Contest for Market Economy Progress, The Korea Chamber of Commerce and Industry.

#### COMPUTER SKILLS

STATA, R, Matlab, NLOGIT, and  $\text{\LaTeX}$